

# National and State Action in Food Campaign

## Five Cent Loaf Of Bread To Go, Bakers Decide

As a result of the rapidly increasing price of flour, it probably will be impossible soon to buy a loaf of bread in New York for less than 10 cents. The city's biggest bakers are planning to stop the manufacture of small loaves, which have been retailing for five or six cents.

## Food Garden Board to Take Land Census

With flour going up, the bakers say their only remedy is to raise prices or reduce the size of the loaf. The latter course, they believe, will arouse the least public opposition.

## Farmerettes' First Day Of Training a Long Picnic

But "Laboratory" Work with Hoes Is Expected to Moderate Merriment of Girls in Three Months Course at Farmingdale

## Committee Formed by Persons Eager to Solve Nation's Problem

Representatives of twenty organizations enlisted in the campaign to solve the country's food problem met at the City Hall yesterday afternoon, at the call of Mayor Mitchell.

## Park Commissioners Offer Co-operation

"Get a Hoe!" Is Goal of 73-Year-Old Woman at City Hall Meeting

## 11,000 New York Boys To Get Farm Jobs

Cooperation with the State Military Commission in providing work on farms for 11,000 boys in New York City of sixteen, seventeen and eighteen years of age, to increase the country's food supply during the war.

## The Ad-visor

Tuesday, April 24, 1917

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-visor, The Tribune, New York.

## Among Those Present

At any sort of goings on in the Springtime—whether it be a week-end or a wedding—you'll find a goodly showing of



### Hart Schaffner & Marx Spring Clothes

Varsity Fifty Fives—Sport Suits—distinctive "belters"—a man is well dressed in one of them whether he's uptown, downtown, or out of town.

## Wallach Bros.

Broadway, below Chambers  
Broadway, Cor. 29th

Third Ave., Cor. 123d  
246-248 West 125th

Open Evenings

## Workers Urge Britain To Commandeer Food

Danger of Rich Having Unfair Advantage Pointed Out to Parliament

## Model Jail Gets Inmates

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## George W. Perkins to Build a 60-Foot Chicken Coop

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## Preparedness Begins In Your Own Garden

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## KAFFEE HAG

### A Good Custom

At leading health resorts and hotels it has become a custom to drink KAFFEE HAG.

Why not make it a custom in your home to drink KAFFEE HAG—COFFEE, rich in flavor and aroma, but with 95% of the drug, caffeine, removed? Your friends will be appreciative, too.

KAFFEE HAG CORPORATION  
Telephone

225 Fifth Avenue, New York  
Mad. Sq. 3594

COFFEE 95% OF THE CAFFEINE REMOVED  
KAFFEE HAG  
IN THE BEAN ONLY

## All You Seek You'll Find in an Arnheim \$50 Suit

The choice of materials is strictly up to you. We have an unlimited variety from the best looms in the world. We suggest but you govern the style, making such changes from prevailing fashions as you feel you want.

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## Arnheim

TWO STORES  
BROADWAY & FIFTH STREET AND  
30 E. 42D ST. BET. MADISON AVES.

P. S. If one man in ten goes to war those who are left must speed up or 10% of the world's work will remain undone.

Arnheim Ltd.

## EXHIBITION AND SALE

of Old and Rare Books on  
**HORSES**

Held during the month of April  
in the Rare Book Room of  
E. P. DUTTON AND COMPANY  
681 Fifth Avenue

Argument Against the Use of the Word "Free"

There are two ways of attracting more business; the one is to lower the price, the other to give more and better quality for the same price. But in either case the merchant is not giving anything away free. What he is doing is giving to the consumer more merchandise for his money. Where, in order to secure the so-called "free" article, one must first enter into some obligation the word is generally incorrectly used. In such cases the advertiser is only using one of the means of giving the public a better offer. He does this for business reasons and in order to make a profit. The so-called "free" article is paid for by the consumer. The merchant is selling the article that must be bought, together with the so-called "free" article, will make a legitimate profit at that time of the year, figured on the basis of both the "paid for" and "free" merchandise, and not figured upon the "paid for" merchandise alone.

I HAD seen the enclosed advertisement in other papers (e. g. The New York Times), and had determined to send it to the Ad-visor for criticism. On Monday, February 26 last, it actually appeared in the Tribune. As it seems to me to be deliberately misleading, apart from the absurdity of its title like "supernatural" is the Ad-visor prepared to say that any of the British journals mentioned can be put among "the highest English authorities"? Only the Publishers' Circular and the London Academy would be recognized in England as having any authority at all in literary matters, and that not the highest.

The advertisement to which this correspondent makes objection is that of a volume called "Bell and Wing," by Frederick Fanning Ajer, used in this letter raises again the point which used to come up more often than it does now—the confusion between statements and opinions.

The other day a correspondent wanted us to refer to a performance, was good, and the correspondent went to the show and was disappointed, and matters of taste and opinion not susceptible of proof obviously cannot come within the scope of our efforts for clean advertising.

(The next Ad-visor will appear Thursday, April 26)